

UNCLASSIFIED

Current Class: [REDACTED]  
Current Handling: n/a  
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Channel: n/a

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ORIGIN SCCT-01

INFO OCT-01 ARA-06 ISO-00 SY-04 INR-07 CIAE-00 L-02 SS-15  
A-01 IO-10 EB-07 AID-05 COME-00 NSC-05 NSCE-00 USSS-00  
PRS-01 /065 R

DRAFTED BY S/CCT: JNGATCH:NWH  
APPROVED BY S/CCT: LHOFFACKER  
ARA/LA/APU:RFELDER

R 131405Z FEB 75  
FM SECSTATE WASHDC  
TO AMEMBASSY BUENOS AIRES

STATE 033000

E.O. 11652: GDS  
TAGS: PINS  
SUBJECT: AAA WARNING TO PEPSICO EXECUTIVE

013880

ARGENTINA PROJECT (S200000044)

U.S. DEPT. OF STATE, A/RPS/IPS

Margaret P. Grafeld, Director

( ) Release ☒ Excise ( ) Deny

Exemption(s): B1

Declassify: ☒ In Part ( ) In Full

☒ Classify as C ( ) Extend as ( ) Downgrade to

Date 4/25/01 Declassify on Reason 25X1

1. DEPARTMENT INFORMED BY PEPSICO INTERNATIONAL THAT  
NORMAN HELLER, VICE PRESIDENT FOR WESTERN HEMISPHERE OPERA-  
TIONS, HAS RECEIVED WARNING LETTER FROM ARGENTINA. AIR-  
MAIL LETTER IS POSTMARKED BUENOS AIRES AND ADDRESSED:  
QUOTE MISTER HELLER, PEPSI COLA INTERNATIONAL, DIVISION  
LATIN AMERICAN, PURCHASE, N.Y., U.S.A END QUOTE.

2. TEXT FOLLOWS QUOTE: AS WE ANTICIPATED TO YOUR OFFICE  
OF BUENOS AIRES, WE DO NOT WANT YOUR SAFETY AFFECTED, AS  
LIKE THAT OF YOUR ARGENTINE EXECUTIVES, BY GUERRILLAS OF  
THE LEFT, AT YOUR ARRIVING IN ARGENTINA. ALSO WE DO NOT  
WANT TO AFFECT NEGATIVELY RELATIONS (SIC) BETWEEN OUR TWO  
COUNTRIES. CANCELLATION IS VERY CONVENIENT. AAA -  
AGRUPACION IBARZABAL. END QUOTE.

3. HELLER HAD PLANNED TRIP TO BUENOS AIRES AT END OF  
FEBRUARY. PEPSICOLA INTERNATIONAL ASKED GUIDANCE. WE  
ADVISED THAT, IN LIGHT OF INFORMATION AAA APPEARS TO HAVE

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ON POSSIBLE LEFTWING EXTREMIST THREAT TO HELLER, IT WOULD BE PRUDENT TO POSTPONE TRIP INDEFINITELY. PEPSICO ACCEPTED THIS ADVICE AND PROMISED TO (1) PROVIDE US WITH ANY FURTHER CORRESPONDENCE IT MAY RECEIVE FROM AAA; AND (2) KEEP US INFORMED REGARDING ANY FUTURE TRIPS HELLER OR OTHER

PEPSICO EXECUTIVES MAY PLAN.

4. MEANWHILE WE HAVE PASSED COPY AAA CORRESPONDENCE TO CIA HERE WITH REQUEST THAT MATTER BE INVESTIGATED.

5. COMMENT: THIS IS FIRST NOTICE WE HAVE OF AAA ATTEMPTING TO WARN U.S. BUSINESSMEN OF POSSIBLE DANGERS EITHER REAL OR IMAGINED. EMBASSY MAY WISH COORDINATE [REDACTED] IN MAKING DISCREET INQUIRIES TO ASCERTAIN IF THERE ARE OTHER INSTANCES OF THIS NATURE. INGERSOLL

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